

5 Quick Wins Guide

CAMPSITE 360 · CAMPGROUND OWNER SERIES

5 Things You Can Do This Week to Win More Bookings

No budget required. No agency needed. Just five focused actions that start working immediately.

PHOTOS — 30–60 min

1

Take 20 real photos of your RV sites — right now

Grab your phone and walk every section of your park. Photograph each site type from the angle an arriving guest would see it. Show the hookups. Show the fire ring. Show the view. Authentic beats polished every time.

"For RVers, we look at Google satellite images and try to get an idea of what the sites are going to look like. The more visuals you can provide, the more you're going to engage them."

→ Add each photo to your website today with an "Updated [Month Year]" caption. Date-stamped photos dramatically increase guest confidence — it signals someone cares enough to keep the listing current.

AUDIT — 15 min

2

Google your own park as a stranger

Open an incognito browser tab. Search for your park by name. Look at your listing, your photos, your reviews — exactly as a first-time visitor would. Ask yourself honestly: Would I book here based on what I'm seeing?

"It's really easy to put content onto Facebook, but to maintain a website takes dedication. If you have a crappy website, I kind of rule you out — because that tells me a little bit more about your operations."

→ Note the first 3 things that could cause a guest to click away. Fix one this week. The low-hanging fruit is almost always a missing phone number, outdated photo, or hidden pricing.

COPYWRITING — 20 min

3

Write one honest paragraph about who your park is really for

Not a mission statement. Not marketing fluff. A real description of the kind of guest who arrives and loves your park. Are you a social, golf-cart-and-fire-pit crowd? A quiet family retreat? An adventure base camp? Say it plainly.

The parks that struggle most are the ones that try to appeal to everyone — and end up attracting the wrong guests, generating mismatch reviews, and creating an expectation gap that erodes trust.

→ Add it to your website's homepage and About page. The right guests will feel seen and book with confidence. The wrong guests will self-select out — saving you a bad review.

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BOOKING TEST — 10 min

4

Time your own booking flow — start to finish

Open your website and try to book a site. Count every click, every form field, every page. Note every moment of friction or confusion. If it's hard for you, it's harder for a first-time guest on a phone.

Guests push through clunky booking platforms not because they're patient — but because starting over with a new park is even more exhausting. They arrive frustrated before they've even pulled in.

→ Ask one person who's never seen your site to try booking and watch where they get stuck. Their confusion points are exactly where you're losing bookings you never knew you lost.

SOCIAL — Ongoing

5

Respond to every comment on social media for 7 days

For the next seven days, respond to every comment and question on your social posts within a few hours. Doesn't matter how small. Something extraordinary happens: potential guests watching those exchanges simultaneously learn the answer to a question, discover that you're responsive, and see the kind of community your park attracts.

That's three trust signals delivered in a single comment thread — with no advertising budget required.

→ Set a reminder to check your comments morning and evening this week. After 7 days, notice how it changes engagement. Most owners who try this never stop.

Want the full playbook?

The free Digital Presence & Guest Attraction ebook covers everything from virtual tours and booking flow to social media strategy and expectation setting — with action checklists in every chapter.